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(71) Applicant(s)
Donald George Smith
42 Charnwood Avenue, Two Rocks,
Western Australia, Australia
(72) Inventor(s)
Donald George Smith
(74) Agent and/or Address for Service
Batchellor, Kirk & Co
2 Pear Tree Court, Farringdon Road, LONDON,
EC1R 0DS, United Kingdom

(54) Apparatus for video games and advertising sequences

(57) Apparatus is disclosed for playing a game in which a player representative unit has the opportunity to perform simulated tasks. The apparatus is arranged to present one or more advertising sequences of video pictures advertising goods or services other than to play the game. The advertisements may with advantage relate in some way to the game and can be presented as a part of the environment in which the player representative unit performs the simulated tasks.

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